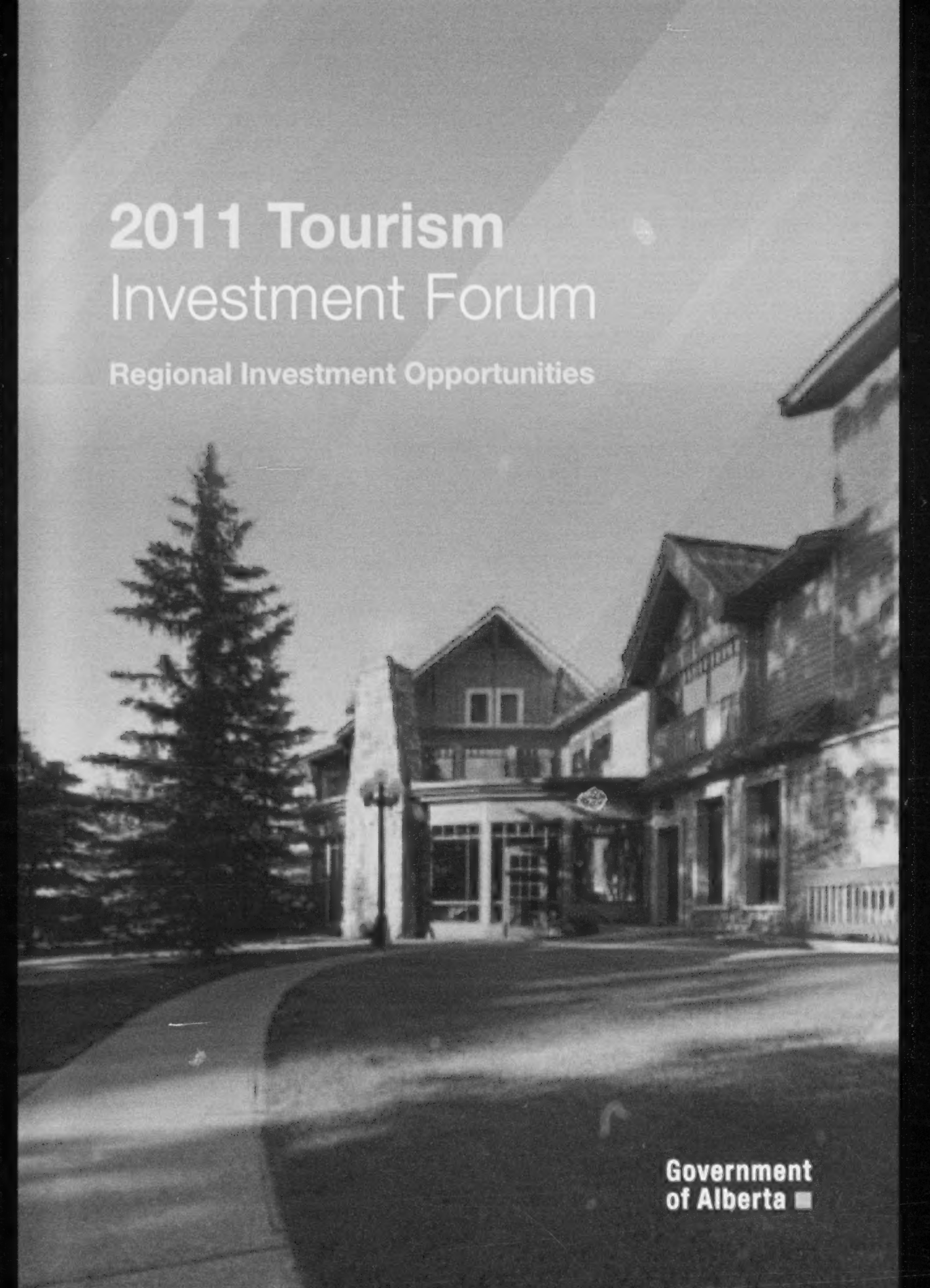
2011 Tourism Investment Forum

Regional Investment Opportunities



Government of Alberta

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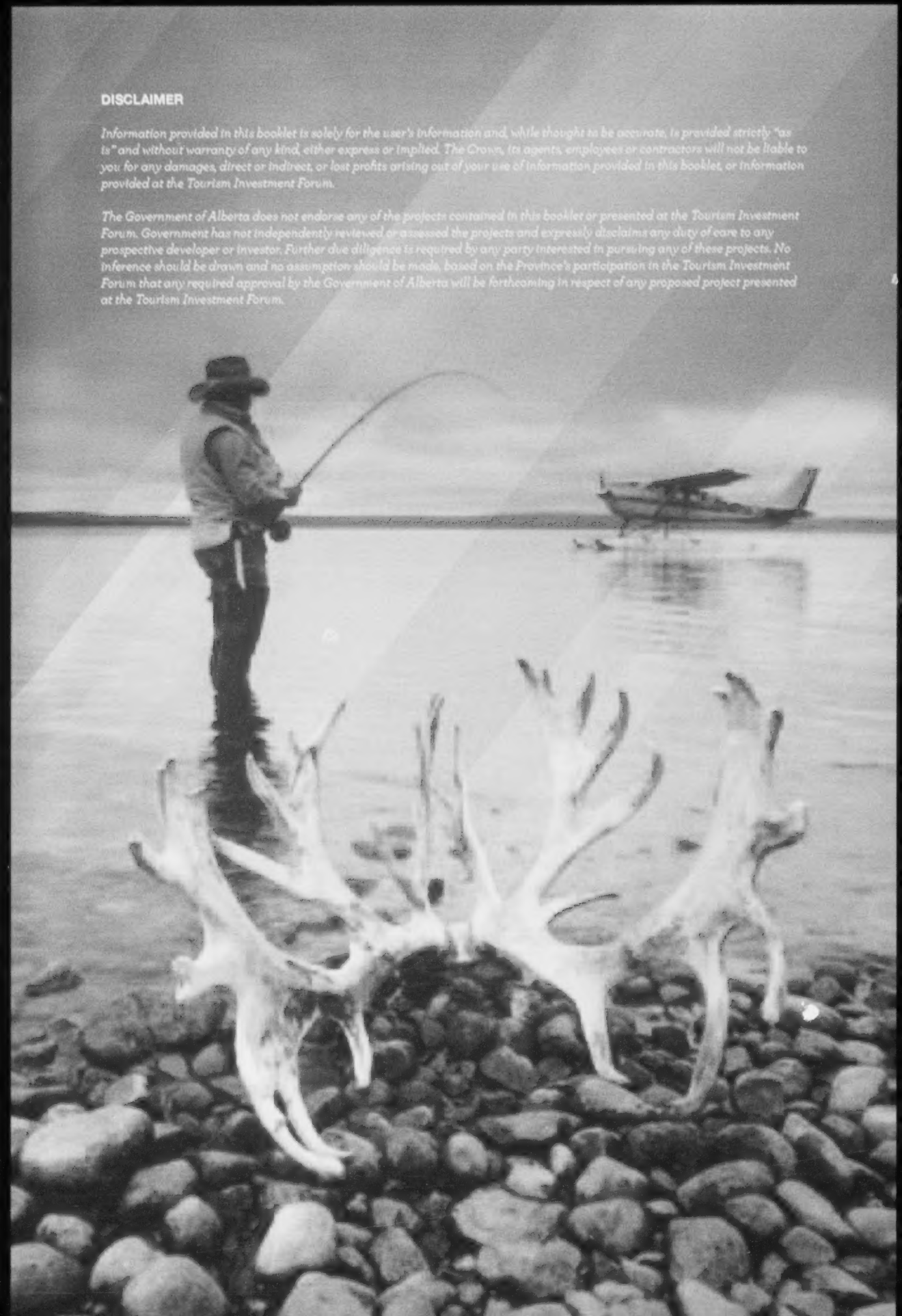

Explore Alberta's regional tourism investment opportunities

"Private sector forecasts suggest that Alberta is seeing strong economic growth in 2011 and is poised to lead the country again in 2012."

Alberta is a place where entrepreneurial spirit thrives. The Alberta government is committed to free enterprise and has maximized our natural strengths by fostering a positive business climate that delivers dividends for investors.

As Alberta's advantages and diverse economy continue to increase our international profile, the demand for new and exciting tourism products and services is growing. Alberta's tourism industry makes a multi-billion dollar contribution to our economy each year and we are committed to fostering continued growth.

Alberta is a world-class tourist destination. Our spectacular surroundings, diverse economy, and commitment to the growth of tourism make Alberta an ideal place to invest.

The Government of Alberta works with communities, developers, and the financial community to encourage and facilitate investor interest and involvement in Alberta's tourism industry.

Let us assist you in capitalizing upon investment opportunities in Alberta's tourism industry.

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For additional information
regarding the opportunities in
this booklet, please contact:

Mr. Bill Hodgins
Manager, Tourism Business Services
Tourism Division
Government of Alberta

6th Floor, Commerce Place
10155–102 Street
Edmonton, Alberta, Canada T5J 4L6

Tel: 780–427–5485
Fax: 780–427–5454
Email: bill.hodgins@gov.ab.ca
Web: www.tourism.alberta.ca

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Alexis First Nation

RV Campground and Cabin Development

Partner with Alexis First Nation to develop and operate a **year-round, 70 to 100 site recreational vehicle (RV) campground** near the Eagle River Casino & Travel Plaza. The proposed site is located 8 kilometres west of Whitecourt and 175 kilometres northwest of Edmonton, within Alexis First Nation's Reserve #232 designated tourism development zone. The proposed RV campground would be the first phase of tourism development for the land, as the Alexis First Nation envisions a second phase development consisting of 20-60 winterized and fully furnished cabins, and a central lodge.

The RV campground and cabin development is expected to have a First Nation cultural theme and will cater to families and outdoor enthusiasts as the use of snowmobiles and all-terrain vehicles (ATVs) will be permitted within the park. Sites are to be sized and serviced to accommodate larger RV units, while maintaining the natural beauty of the surrounding woodlands. Group sites will be included along with a common gathering area to accommodate 150 people where First Nation cultural performances and teachings can be showcased.

Site Status

Existing businesses near the opportunity site include the Eagle River Casino with a nearby restaurant and travel plaza, which includes a gas station and convenience store. All of these businesses are operated by the Alexis First Nation/Paragon Gaming partnership.

Existing infrastructure near the opportunity site includes:

- Primary access and egress off of Highway 32N, which also provides access to the casino and travel plaza.
- Natural gas, electrical power and telephone service are currently provided to the casino and travel plaza, with the ability to extend services to support future development.
- A gravity sewer, with a sewage pumping station, is present at the casino and travel plaza site. Wastewater is pumped to a sewage lagoon.
- Well water is expected to be used for this opportunity. However, there is potential to hook up to the casino and travel plaza water system.

The opportunity site is located on Alexis First Nation's Reserve #232. These lands have been *designated*, meaning they have been surrendered by Alexis First Nation to the Federal Crown for a period of 49 years commencing October 4, 2001, and leased back to a wholly owned Alexis First Nation entity, Alexis Land Management Corp ("ALMC"). ALMC can now sub-lease these lands for the proposed RV campground and cabin development until October 3, 2050. This sublease can be registered with the Federal Indian Land Registry to provide a leasehold mortgage interest to a potential lender. This *designation and lease/sub-lease* allows for the protection of non First Nation entities to develop business opportunities on First Nation lands. The land is zoned for the proposed opportunity.

Prior to development, the area must be surveyed and a Screening Level Environmental Assessment must be completed under Canadian Environmental Assessment Agency (CEAA) guidelines with Aboriginal Affairs and Northern Development Canada acting as the Responsible Authority. Alexis First Nation will contribute towards the land surveying and environmental assessment. Aboriginal Affairs and Northern Development Canada may require an open house for Whitecourt / Woodlands County residents as part of the environmental assessment process.

A lease between ALMC and the potential developer(s) for the proposed RV campground and cabin development will be enacted, with a term expiring prior to October 3, 2050. An annual lease payment will be charged to the company(s) that own and operate the proposed developments.

Market Analysis

Woodlands County, which includes the Town of Whitecourt, covers almost 760,000 hectares of land and the primary trading area (10 kilometre radius) had a population of 15,000 in 2009.

According to a study completed in 2009 for the provincial government entitled "Recreational Vehicle Camping in Alberta: A Demand and Supply Side Perspective", camping is one of the most popular leisure activities among Albertans. In 2009, more than $298 million was spent in the province on camping trip expenditures. More than 40% of Albertans take part in overnight camping as a leisure activity and more than three quarters of camping is done using a RV. Alberta has one of the highest rates of RV ownership in North America, with 18% of households owning a RV.

Approximately $700 million is spent on RV purchases in Alberta each year, representing about one third of all RV sales in Canada. More than 20,000 new RV units are sold in Alberta annually. Forecasts suggest participation in RV camping will be stronger than ever over the coming years given the affordability of camping, and the heavy existing investment in RV ownership.

The Golden Triangle encompasses a trail system between Whitecourt, Fox Creek and Swan Hills which covers 354 kilometres in total distance. The proposed RV campground and cabin development would be located at one corner of the Golden Triangle and has the ability to attract both the summer ATV market and winter snowmobile market.

ATVs are becoming increasingly popular for adventure tourism, recreational trail riding and camping. Canada is one of the largest ATV markets in the world per capita, and Alberta is leading the provinces with more than 22,000 sold annually – 25% of the total purchased across Canada. More than 2.5 million Canadians now ride ATVs and at least 850,000 own one.

Snowmobilers would be attracted to the area because of its diverse trails within close proximity to Edmonton. In 2006, Whitecourt was named the official "Snowmobile Capital of Alberta" by the Government of Canada. Whitecourt has a vast network of award-winning groomed trails and uncut terrain promoted and maintained by the Whitecourt Trailblazers Snowmobile Club. This 30 year old club has 350 members, who groom 330 kilometres of trails annually. The Club plans to add another 110 kilometres to the trail network later this year. Additionally, Woodlands County is home to the Eagle River Snowmobile Area, which has more than 120 kilometres of snowmobile trails.

Financial Information

Alexis First Nation has completed an assessment for the RV campground and cabin development and secured funding for conceptual plans, geotechnical analysis, land survey and environmental assessment. They have invested $200,000 in the project to date. The RV campground opportunity is assessed below.

Capital requirements include:

- Construction costs are based on 70 sites at $10,000-$15,000 per site, including power, sewage, and water services for each site. Construction of a 2,000 sq. ft. central lodge is estimated at $500,000 to $600,000, which yields a sub-total of $1,200,000-$1,650,000.
- On-site development costs (road access and egress, power, sewage, water, landscaping) are estimated at $600,000-$750,000.

Additional estimated costs include: soft costs of 7.5%; contingency of 10%; pre-opening marketing at 2.5%. The sub-total of these costs is $240,000-$330,000.

PROJECTED OPERATING RESULTS SUMMARY, 2013-2017 Based on 70 sites				
	Capital Requirements	$	2,040,000	2,730,000
	Occupancy	%	70	75
	Average Rate	$	35	41
	Annual Revenues	$	813,768	1,021,361
	Annual Operating Income	$	260,406	439,185
			LOW	HIGH

Once the proposed RV campground is established, a second opportunity exists for the identified area. The opportunity involves construction of all season cabins, which would include 20-60 winterized and fully furnished cabins that range in size from one to three bedrooms. The structure, design and furnishings of these cabins would incorporate rustic and natural elements of the surrounding region.

Capital requirements include:

- Cabin construction costs are based on 40 units at $105,000-$130,000 per unit, including furniture, fixtures and equipment. Construction of a 2,000 sq. ft. central lodge is estimated at $500,000 to $600,000, which yields a sub-total of $4,700,000-$5,800,000.
- On-site development costs (road access and egress, power, sewage, water, landscaping) are estimated at $600,000-$750,000.

Additional estimated costs include: soft costs of 7.5%; contingency of 10%; pre-opening marketing at 2.5%. The sub-total of these costs is $940,000-$1,160,000.

PROJECTED OPERATING RESULTS SUMMARY, 2013-2017 Based on 40 cabins and central lodge				
	Capital Requirements	$	6,240,000	7,710,000
	Occupancy	%	63	71
	Average Rate	$	142	157
	Annual Revenues	$	1,502,033	1,868,499
	Annual Operating Income	$	495,671	653,975
			LOW	HIGH

Brazeau County

Lodge/Cabin Development and RV Campground

Brazeau County has an investment opportunity for a **lodge and cabin development and/or a serviced recreational vehicle (RV) campground** adjacent to the Brazeau Reservoir. This proposed development envisions 25 to 40 cabins with a central lodge, and/or a 150 unit RV campground that would be geared towards ecotourism and adventure tourism, and suited for visitors seeking an outdoor recreational experience. An Area Structure Plan (ASP) and a detailed investment opportunity analysis have been completed, both of which can be provided to interested investors.

Site Status

The designated land is owned by the Province of Alberta. Through the development of an ASP in partnership with the Province, this area was established as a Commercial Tourism Development Node, meaning that commercial tourism enterprises will be considered in the area. The ASP allows for cabin and resort development, RV serviced and non serviced camping, and ecotourism/outdoor recreation opportunities. Developers will need to apply for a lease from Alberta Sustainable Resource Development (SRD) through the Alberta Tourism Recreational Leasing process or other land allocation processes. Municipal development permits will be needed, but with the ASP already in place, the application process can be expedited.

Located adjacent to the Brazeau Reservoir, the site encompasses 203 acres. Major transportation arteries in Brazeau County include Highways 22 and 39. The newly paved secondary Highway 620 links Brazeau County to Highway 11 and the David Thompson Corridor, greatly improving access to the proposed development site.

Market Analysis

Brazeau County is located in west central Alberta, 90 minutes southwest of Edmonton. The Rocky Mountains, including Jasper and Banff national parks, are located three hours to the west. Brazeau County is also situated halfway between Grande Prairie in the north and Calgary in the south. The primary economic drivers in Brazeau County are oil and gas, forestry and agriculture. Tourism is growing in Brazeau County with more people coming from surrounding metro areas for wilderness getaways.

The largest municipality within Brazeau County is the Town of Drayton Valley. Drayton Valley and Brazeau County have a combined population of 13,933. The tourism trading area for the County covers communities within a two hour drive. This includes Edmonton, Red Deer and the surrounding areas, resulting in a potential tourism market estimated at one million people.

With its extensive boreal forest and Crown land, Brazeau County offers visitors a wilderness experience with numerous opportunities to fish, swim, quad, camp, hike, or bird watch. The North Saskatchewan River and Pembina River flow through this area and, in combination with the Brazeau Reservoir Provincial Recreation Area, offer a range of water based recreational opportunities. Brazeau County is home to Eagle Point Provincial Park and Blue Rapids Provincial Recreation Area, which encompasses 56 square kilometres along both sides of the North Saskatchewan River Valley. The designated OHV trails located within Blue Rapids Provincial Recreation Area would appeal to the numerous ATV owners within the Edmonton area.

ATVs are becoming increasingly popular for adventure tourism, recreational trail riding and camping. Canada is one of the largest ATV markets in the world per capita, and Alberta is leading the provinces with more than 22,000 sold annually – 25% of the total purchased across Canada. More than 2.5 million Canadians now ride ATVs and at least 850,000 own one.

Snowmobiling has increased dramatically over the past three decades in Alberta. According to a recent economic impact assessment, the total direct spending attributed to snowmobiling in Alberta was $366 million in 2009. Seventy per cent of this total figure was attributed to tourism activity, including over $75 million for accommodation, while 30% was spent on capital expenditures (snowmobile equipment and accessories).

According to the 2009 "Recreational Vehicle Camping in Alberta: A Demand and Supply Side Perspective" study, camping is one of the most popular leisure activities among Albertans. More than 40% of Albertans take part in overnight camping as a leisure activity and more than three-quarters of camping is done using an RV. Alberta has one of the highest rates of RV ownership in North America, with 18% of households owning an RV. In 2009, more than $298 million was spent in the province on camping trip expenditures.

Approximately $700 million is spent on RV purchases in Alberta each year, representing about one third of all RV sales in Canada. More than 20,000 new RV units are sold annually in Alberta. Forecasts suggest participation in RV camping will be stronger than ever over the coming years given the affordability of camping, and the heavy existing investment in RV ownership.

Financial Information

The Government of Alberta commissioned a high-level assessment of investment opportunities for Brazeau County in 2008, which indicated that the total investment for a lodge and cabin development on the Commercial Tourism Development Node adjacent to the Brazeau Reservoir would be an estimated $13.5 million. The development opportunity would consist of 25 to 40 cabins along with a 10-room central lodge that features a store, restaurant, gift shop, and staff accommodation.

The same report indicated the total project investment for a 150 serviced RV campground would be an estimated $9.7 million. This proposed project would also be located on the Commercial Tourism Development Node adjacent to the Brazeau Reservoir. These sites would be available to rent on a seasonal, monthly and overnight basis, and would include amenities such as water, power, and communication services. The RV campground could be developed to include a beach area, boat launch, sanitary RV dump, and RV storage.

The report also indicates that there is sufficient demand in the Edmonton area and across Alberta to support the lodge and cabins as conceived, assuming proper marketing. If the destination concept is fully developed, branded and aggressively marketed, the report suggests that out-of-province visitors might be interested in the attraction. The report is not intended to be a feasibility study and is available to investors for additional information.

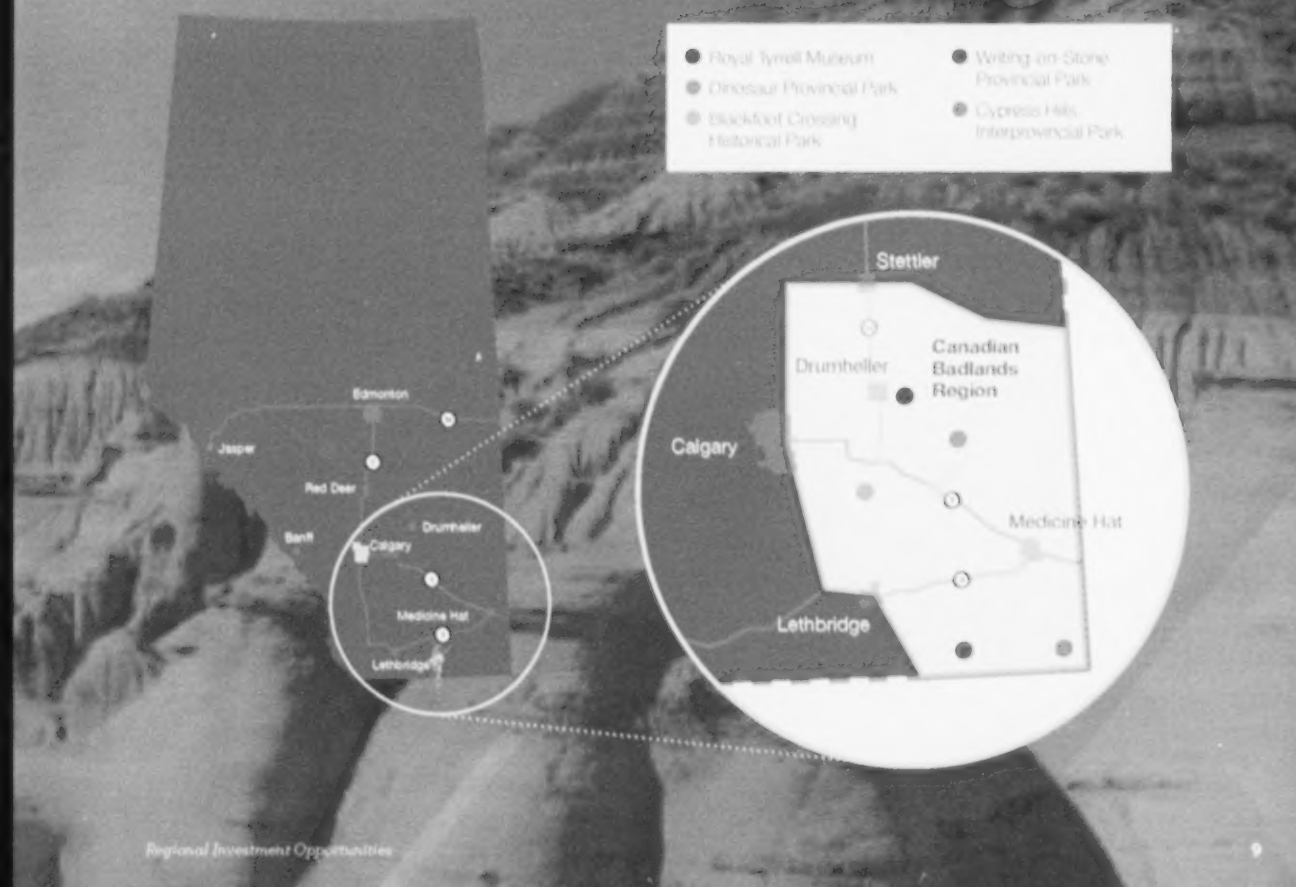
Canadian Badlands

The Canadian Badlands spans about 90,000 square kilometres in southeast Alberta stretching from Stettler in the north to the Montana border in the south and from just east of Highway 2 to the Saskatchewan border.

There are numerous provincial parks in the area including Cypress Hills Interprovincial Park, Dinosaur Provincial Park, Writing-on-Stone Provincial Park, and Dry Island Buffalo Jump Provincial Park. The major water-based attractions in the area include the Bow River, Red Deer River, Milk River, South Saskatchewan River, Lake Newell and Gooseberry Lake.

The Canadian Badlands is home to the Royal Tyrrell Museum, a world-class dinosaur museum, known by paleontologists and dinosaur enthusiasts as one of the largest deposits of dinosaur fossils in the world. Complementing the Royal Tyrrell are assets throughout the region that include river valley badlands, un-glaciated hills, hoodoos, huge open skies, a UNESCO World Heritage Site, rich Aboriginal history, and a range of man-made attractions, along with culturally rich festivals and events.

The Canadian Badlands Ltd. (CBL) is a non-profit corporation made up of 63 shareholder communities in the southeast quarter of Alberta. The CBL is responsible for development of the Canadian Badlands region to become a major iconic tourist destination for Alberta, encouraging travel to and within the province.



Dry Island Buffalo Jump PP
Drumheller
Dinosaur PP
Big Valley
Trochu
Three Hills
Linden
Carbon
Consort
Morrin
Rumsey
Scapa
Sedalia
Wayne
Rosedale
Michichi
Washington
Chinook
Cereal
Gibbons
Alym
East Coulee
Rockyford
Tudor
Nightingale
Standard
Hussar
Namaka
Carseland
Bassano
Rosemary
Mossleigh
Shouldice
Milo
Brooks
Bow Island
Scandia
Tilley
Redcliff
Veteran
Hoyt
Acadia Valley
Patricia
Princess
Jenner
Dunmore
Irvine
Walsh
Elkwater
Suffield
Bindloss
Cypress Hills PP
Medicine Hat
Redcliff
Bow Island
Foremost
Manyberries
Orion
Etzikom
Hilda
Foremost
Cypress Hills
Elkwater
Walsh
Irvine
Dunmore
Jenner
Patricia
Princess
Suffield
Bindloss
Veteran
Hoyt
Vauxhall
Scandia
Tilley
Redcliff
Bow Island
Foremost
Manyberries
Orion
Etzikom
Hilda
Cypress Hills PP
Medicine Hat
Redcliff
Bow Island

Site Status

Preliminary sites at the top of the bank situated immediately outside Dinosaur Provincial Park have been identified as potential locations for the development. While there has been no investigation as to whether these potential sites may be developed from both a servicing and physical infrastructure perspective, a site with a view of the Park is desirable.

Market Analysis

The region features unique landscapes, dinosaur fossils, abundant wildlife, reservoirs, lakes and scenic rivers. Its location is ideal as the area is readily accessible from the Calgary International Airport and from the Trans-Canada Highway 1. The Canadian Badlands is home to the Royal Tyrrell Museum of Palaeontology, a world-class dinosaur museum, and is known for having one of the largest deposits of dinosaur fossils in the world.

Potential target markets for this property would include the following key market segments:

- Alberta's urban corridor populations, with a focus on adult markets, and small groups and families with an interest in learning. This target population is over 2.5 million people.
- National and international markets, particularly European markets, with an interest in visiting a UNESCO World Heritage Site. Core markets would likely involve heritage interest markets and group tours.
- It is anticipated that there would be a further 635,000 households from Alberta and Saskatchewan interested in high-quality short get-away vacations.
- Highway travellers along TransCanada Highway 1 who want to experience the Canadian Badlands for a night.

A lodge located in proximity to Dinosaur Provincial Park would be unique to the region. The facility would capitalize upon the area's distinct and rugged moon-like topography, including several colourful buttes, hoodoos, canyons and rock formations. This property will potentially create one or two other business opportunities focused on relatively exclusive Dinosaur Provincial Park tours. These tours would include walking tours to dig sites, lectures, participation in dig activities, and interpretive tours to the Royal Tyrrell Museum.

Financial Information

The Government of Alberta commissioned an investment opportunities study in 2008, which indicated that the total project investment for a boutique-style hotel development in the Canadian Badlands area close to Dinosaur Provincial Park to be an estimated $20 million. The report is not intended to be a feasibility study and is available to investors for additional information.

PROJECTED OPERATING RESULTS SUMMARY, 2011–2015
Based on 65 rooms

Capital Requirements	**$**	**20,000,000**	
Occupancy	%	66	75
Average Rate	$	269	303
Annual Revenues	$	3,500,000	4,400,000
Annual Operating Income	$	930,000	1,300,000
		LOW	**HIGH**

Canadian Badlands

Resort Development, Drumheller Valley

The Canadian Badlands Ltd. (CBL) is seeking parties interested in undertaking a **resort development in the Drumheller Valley.** This opportunity is located in close proximity to major highways in the area and would be situated at the top of the bank to provide vista views of the valley. With a relatively limited base of commercial overnight accommodation, a preliminary assessment suggests that there is potential for a full-service, year-round recreational resort hotel development within the Badlands region.

The proposed 3 to 4 star development would offer 100 guest rooms and suites, two restaurants with one lounge, meeting capacity for 200 people, an indoor/outdoor swimming pool, waterslide, whirlpool, sauna, spa, exercise room, and a kid's playroom. There would also be a golf course in close proximity. Also envisioned in the development is an adjacent timeshare and/or strata titled recreational housing, but this would likely be built as a second phase or expansion.

Site Status

While there was no determination as to the specific location of the proposed resort, it was assumed it would be situated within the Drumheller Valley. The area near Dorothy was considered, as well as a top of the bank location at Horsethief Canyon. Other sites are possible, but an iconic location with spectacular views is desirable.

Market Analysis

The region features unique landscapes, dinosaur fossils, abundant wildlife, reservoirs, lakes and scenic rivers. Its location is ideal as the area is readily accessible from the Calgary International Airport and from the Trans-Canada Highway 1. The Canadian Badlands is home to the Royal Tyrrell Museum of Palaeontology, a world-class dinosaur museum, and is known for having one of the largest deposits of dinosaur fossils in the world.

Target markets for a resort in this location include:

- Albertans primarily from the Edmonton Calgary corridor for weekend getaways and full week trips. While families will be a key target market, the resort will also appeal to adults without children.
- International group tour markets, fly/coach, fly/drive travellers, and associated markets with an interest in the Royal Tyrrell Museum and the Badlands topography.
- Canadians on long haul rubber tire and fly/drive trips, including families with children from across the country.
- Americans en route to pleasure travel destinations, who include the region on their "must see" list.

The Drumheller Valley and its surrounding landscape offer a unique and vast array of tourist attractions within the Badlands region of Alberta. This is due to its distinct landscape and moon-like topography with several colourful buttes, hoodoos, canyons and other rock formations. The resort development would create a need for guided touring experiences in the immediate area. Complementary business opportunities might include Canadian Badlands tours with a geologist; horseback tours of the Badlands area; canoeing and floating on the Red Deer River; mountain bike touring; and teepee tours, which may include treks or horseback rides to isolated teepee locations for overnight experiences.

Financial Information

The Government of Alberta commissioned an investment opportunities study in 2008, and it indicates that the total project investment for a resort development in the Drumheller Valley to be an estimated $30-40 million. The report is not intended to be a feasibility study and is available to investors for additional information.

PROJECTED OPERATING RESULTS SUMMARY, 2011–2015
Based on 100 rooms

Capital Requirements	$	30,000,000	40,000,000
Occupancy	%	45	55
Average Rate	$	190	218
Annual Revenues	$	8,600,000	11,200,000
Annual Operating Income	$	1,500,000	2,500,000
		LOW	**HIGH**

Canadian Badlands

Resort Development, Lake Newell

The Canadian Badlands Ltd. (CBL) is seeking parties interested in undertaking a **resort development at Lake Newell.** There is existing development underway on 350 acres with a vision of a four-season resort. This opportunity is located approximately 10 kilometres south of the City of Brooks. The proposed development would offer 100 guest rooms and suites, two restaurants with one lounge, meeting capacity for 200 people, an indoor/outdoor swimming pool, waterslide, whirlpool, sauna, spa, exercise room, executive style nine-hole golf course, full service marina and clubhouse with docking facilities, and a sandy beach area. There would also be a campground and 500 pad RV park in close proximity, and the resort will offer houseboat rentals.

There are a wide variety of year-round recreational activities within and surrounding Lake Newell, including golf, boating, waterskiing, fishing, cross-country skiing, skating and snowmobiling. Lake Newell also offers two sandy beach areas, and is 35% larger than Sylvan Lake, a popular recreation resort area west of Red Deer.

Site Status

Since the location of this development was set in advance, there was no search for other potential sites. The hotel site is assumed to be on the lake and in a scenic location. The location advantage of the site lies in its location on a large body of water to be interesting for recreational enthusiasts and its proximity to the major service centre of Brooks and the Trans Canada Highway 1.

Market Analysis

The region features unique landscapes, dinosaur fossils, abundant wildlife, reservoirs, lakes and scenic rivers. Its location is ideal as the area is readily accessible from the Calgary International Airport and from the Trans-Canada Highway 1. The Canadian Badlands is home to the Royal Tyrrell Museum of Palaeontology, a world class dinosaur museum, and is known for having one of the largest deposits of dinosaur fossils in the world.

Targeted markets for this development include:

- Local and regional housing markets, a non-tourism segment.
- Local and regional weddings market that will choose the lake area because of its ambiance.
- Albertans primarily from the urban corridor who want a recreation experience near their homes and/or vacation properties.
- RV owners who may want access to lots on Lake Newell either as purchased (bare land condo) lots or on an itinerant basis.
- RV markets on long haul rubber tire trips that wish to access the park because of its proximity to the Trans Canada Highway 1.
- Business markets from the region and from Calgary and area seeking a different location and experience for their retreat or meeting.
- Long haul pass through and destination markets that have planned a stay in the Canadian Badlands as part of their trip.

The resort development would create a need for complementary activities and experiences in the immediate area, and include other business opportunities such as rentals for power boats, canoes, kayaks, houseboats and beach equipment rentals. Other day time resort activities (i.e. go-carts, mini-golf and other small attractions) and services/tour packages to area attractions (i.e. Dinosaur Provincial Park and Blackfoot Crossing Historical Park) would also benefit from the resort development.

Financial Information

The Government of Alberta commissioned an investment opportunities study in 2008, and it indicates that the total project investment for a resort development at Lake Newell to be an estimated $20-30 million. The report is not intended to be a feasibility study and is available to investors for additional information.

PROJECTED OPERATING RESULTS SUMMARY, 2011-2015
Based on 100 rooms

		LOW	HIGH
Capital Requirements	$	20,000,000	30,000,000
Occupancy	%	45	55
Average Rate	$	190	218
Annual Revenues	$	9,200,000	12,000,000
Annual Operating Income	$	2,000,000	3,100,000

Canadian Badlands

Resort Development, Blackfoot Crossing Historical Park

The Canadian Badlands Ltd. (CBL) is seeking parties interested in undertaking a **resort hotel or lodge development in the Blackfoot Crossing Historical Park area.** This opportunity will support the $30 million Aboriginal interpretive centre that opened in 2007, which showcases the culture of the Blackfoot people. This is a truly one-of-a-kind experience only found at the Siksika (Blackfoot) First Nation's Reserve. The proposed 3 or 4-star development would offer 100 guest rooms and suites, a restaurant with an adjacent lounge, an indoor/outdoor swimming pool, waterslide, whirlpool, sauna, spa, exercise room, tennis courts, and a kid's playroom. There would also be a 100-pad RV park.

The central concept of the Blackfoot Crossing Historical Park is that of a meeting place with storytelling to communicate the rich culture of the Northern Plains Indian to Siksika members and visitors. Within the main centre of Blackfoot Crossing Historical Park are colourful displays of the Siksika ways of life – tribal art, costumes, archaeological sites, music, dancing and language.

Site Status

The location of the resort will be determined by the Siksika people. However, a desirable site would be at the top of the valley with a view of the river looking southwest. An architecturally designed structure to fit into this landscape would be highly desirable.

The Siksika reserve is a designated National Heritage Site and is recommended to be a UNESCO World Heritage Site as well. The success of the Treaty Number 7 commemoration in 1977 intensified the Siksika Nation's vision of building a unique world class tourist attraction designed to engage visitors in authentic cultural experiences with the Blackfoot people.

Market Analysis

The region features unique landscapes, dinosaur fossils, abundant wildlife, reservoirs, lakes and scenic rivers. Its location is ideal as the area is readily accessible from the Calgary International Airport and from the Trans Canada Highway 1. The Canadian Badlands is home to the Royal Tyrrell Museum of Palaeontology, a world class dinosaur museum, and is known for having one of the largest deposits of dinosaur fossils in the world.

Blackfoot Crossing Historical Park is an impressive major tourist attraction on the Siksika (Blackfoot) First Nation's Reserve, approximately 100 kilometres east of Calgary and 10 kilometres south of the Trans-Canada Highway 1. Blackfoot Crossing Historical Park is the site of the signing of Treaty Number 7, which has both historic and archaeological significance to North American native culture.

Key market segments for Blackfoot Crossing Historical Park include:

- Culture and heritage visitors from Canada, USA and overseas with a particular focus on German speaking Europe.
- Families from western Canada seeking to learn about Aboriginal culture.
- Group tours.
- Touring visitors travelling the Trans Canada Highway 1.
- Couples from Alberta's urban corridor on a weekend getaway.
- School groups, associations, corporate and religious groups seeking a retreat setting with a spiritual history.

Blackfoot Crossing Historical Park could become the jumping off point to many guided excursions in the region, and provide other business opportunities such as historical tours of Aboriginal sites of interest; special interest tours to sites such as Writing-on-Stone Provincial Park and the Royal Tyrrell Museum; circle tours of major Canadian Badlands attractions; tours of Dinosaur Provincial Park originating from Blackfoot Crossing Historical Park; and packaging of the proposed resort and attractions.

Financial Information

The Government of Alberta commissioned an investment opportunities study in 2008, and it indicates that the total project investment for a resort hotel or lodge development in the Blackfoot Crossing Historical Park area to be an estimated $17.5-20 million. The report is not intended to be a feasibility study and is available to investors for additional information.

PROJECTED OPERATING RESULTS SUMMARY, 2011–2015
Based on 100 rooms

		LOW	HIGH
Capital Requirements	**$**	**17,500,000**	**20,000,000**
Occupancy	%	45	55
Average Rate	$	150	168
Annual Revenues	$	5,400,000	7,300,000
Annual Operating Income	$	1,100,000	1,900,000

Canadian Badlands

RV Resort

The Canadian Badlands Ltd. is seeking parties interested in undertaking a **RV destination resort** park in the region. This opportunity could be located in one of three possible areas: Lake Newell, Crawling Valley, or the Drumheller Valley region. The proposed development would feature 300 RV pads with 4-star qualities, with an additional 10-20 cabin units on site. The site would preferably be waterfront (lake or river), with water amenities provided. It would feature common areas such as a community centre (fitness centre, store, snack bar, games and other services), laundry services, an RV wash, pool/water park, and an amusement or activity centre.

Site Status

The preferred location of this opportunity would be near major attractions and highways. Potential locations in the area include Lake Newell, Crawling Valley, and the Drumheller Valley region.

Market Analysis

The region features unique landscapes, dinosaur fossils, abundant wildlife, reservoirs, lakes and scenic rivers. Its location is ideal as the area is readily accessible from the Calgary International Airport and from the Trans Canada Highway 1. The Canadian Badlands is home to the Royal Tyrrell Museum of Palaeontology, a world-class dinosaur museum, and is known for having one of the largest deposits of dinosaur fossils in the world.

The target markets for this property would include the following key market segments:

- Albertans, primarily from the Calgary-Edmonton corridor, seeking a recreational lifestyle in a resort setting, primarily purchasing resort lots, time share or fractional real estate.
- U.S. long haul RV markets, including "sunbirds" who are coming north in the summer for a cooler experience, retired adults, caravans and individuals on touring trips, and working families on a vacation.
- RV rental markets wanting to experience varied destinations in Alberta – these markets are primarily from Germany, UK, Australia and U.S., with the Europeans focused more on getting away and exploring new places.
- Itinerant travellers in RVs seeking a place to overnight.
- Attractions visitors who need accommodation while experiencing an attraction (Blackfoot Crossing Historical Park, Royal Tyrrell Museum) or a destination (Lake Newell).

This potential development could justify a number of other business opportunities, including numerous service operations to provide goods for RV park visitors, companies offering tours within the Canadian Badlands, and services for transporting RV park visitors to nearby attractions.

Financial Information

The Government of Alberta commissioned an investment opportunities study in 2008, and it indicates that the total project investment for a RV destination resort park in the Canadian Badlands area to be an estimated $10 million. The report is not intended to be a feasibility study and is available to investors for additional information.

PROJECTED OPERATING RESULTS SUMMARY, 2011–2015
Based on 300 sites

Capital Requirements	$	10,000,000	
Occupancy	%	60	80
Average Rate	$	33	40
Annual Revenues	$	1,600,000	2,600,000
Annual Operating Income	$	230,000	700,000
		LOW	**HIGH**

Canadian Badlands

Hotel Development

An opportunity has been identified for a **30-40 room hotel** in the County of Paintearth, located in the Canadian Badlands. There is also an opportunity to include a restaurant in the hotel. There are camping facilities available in the area but no fixed-roof accommodation within the County of Paintearth or Special Area 4 (east of the County). Three areas have been identified for the proposed project, including sites within the Town of Castor, the Town of Coronation, and the Crowfoot Crossing area.

The proposed hotel could capitalize on industrial business travellers as Highway 12 has potential for a truck stop development project, which if pursued could potentially provide increased visitation.

Site Status

The Town of Castor has land available for a hotel next to the community hall directly off of Highway 12. Water services are available from the Parr Reservoir and it is part of the regional water commission. Sewage treatment is provided by a series of lagoons consisting of 4 short and 2 long detention ponds.

The Town of Coronation has serviced and un serviced parcels of available lots which have been zoned heavy industrial. The parcels on the south side of Railway Avenue are not currently subdivided or serviced, but this could be done to suit developer needs. Lots on the north side of Railway Avenue are zoned commercial, and these lots are serviced with water, sewer, gas and power.

The Crowfoot Crossing area is located approximately 3 kilometres southwest of the Town of Castor. It is approximately 77.54 acres in size and is owned by the County of Paintearth. Highway 12 and an abandoned Canadian Pacific Railway (CPR) track bound the area to the south, while Highway 36 bounds the area to the east. The regional water main extends along the CPR right of way and the south boundary of the site, allowing the proposed subdivision to tie into this as a water distribution source. Overhead power lines exist within respective registered utility easements along Highways 12 and 36. A gas line crosses through the northwest corner of the site. The zoning is Rural Commercial/Industrial (RCI) and land within the RCI district will abide by development guidelines and appropriate highway setbacks outlined within the Land Use Bylaw. Lands within the County of Paintearth are subject to County policy documents.

The conceptual site plan for Crowfoot Crossing reflects the findings of the County of Paintearth's existing statutory plans including the Municipal Development Plan, existing natural features (drainage and topography), current land uses, utility right of ways and parcel boundaries, as well as existing and proposed transportation features. Site access and internal road networks have been designed through consultation with the Government of Alberta and the County of Paintearth. Consistent with the County's requirements, 10% of the gross developable area will be set aside as municipal reserve. As part of the plan development process, the County will host a public open house to obtain feedback in a public consultation process.

An engineering study was completed for the Crowfoot Crossing site which outlines a subdivision servicing strategy that includes information on water servicing, sanitary servicing, storm water management, and shallow utilities. Various technical reports have been completed in conjunction with the preparation of the Area Structure Plan, including a traffic impact assessment and a geotechnical site investigation.

Market Analysis

Located in east central Alberta, the County of Paintearth combines the best of rural Alberta with a progressive, innovative view to the future. Agriculture, oil and gas, manufacturing and energy production make up the core of the region's economy. Recent industry initiatives, such as Greengate Power Corporation's wind farm, are providing new development opportunities. Regionally, several oil and gas companies work actively in the County, providing significant employment and revenue to the area.

Access routes in the County offer a pleasant driving experience with sufficient parking in communities and at various attractions. Three provincial parks – Rochon Sands, Big Knife and Gooseberry Lake – attract visitors seeking affordable outdoor recreation. Community portions of the Destination Marketing Fund for joint marketing of the Highway 12 communities have been used to promote the area.

The Town of Castor has a population of nearly 1,000 people and is within a three hour drive of Calgary and Edmonton. The region has a number of scenic highways including the Trail of the Buffalo on Highways 12 and 36, the Cowboy Trail on Highway 22, the Boomtown Trail on Highway 21, and the David Thompson Highway. Castor also has a 4,000 ft runway for small aircraft.

The Town of Coronation is located along Highway 12 (east-west) and the junction of Secondary Highway 872 (north south). It is approximately 270 kilometres from Edmonton

and 304 kilometres from Calgary. Coronation is the largest town within the County of Paintearth and is a service centre for the surrounding area. The Coronation Airport has a 914 metre asphalt base runway with alternate landing sites in Castor, Consort, Hardisty and Hanna. The nearest commercial and air freight service is located in Edmonton.

Financial Information

The asking price of the land identified for the proposed development in the Town of Castor is $65,000. This area of land is just over one half acre in size.

No selling price per acre has been established for the parcels in the Town of Coronation.

The land identified for the Crowfoot Crossing development is located in the County of Paintearth Industrial Park (77 acres of prime industrial land - fully serviced) and the starting price is $70,000 per acre.

Crowsnest Pass

Cabin/Resort Development

Eckardt's Tecumseh Mountain Ski Resort opened in 1994 and is seeking an equity partner to expand the village into a premier resort. The resort is located in the Canadian Rockies, in the southwestern portion of Alberta. The expansion will be known as **"The Cabins at Crowsnest Pass"** and the projected development will feature accommodations with a 5-star plus rating. The initial plan is to build two cabins (one duplex and one single unit) immediately and the next four units (two duplexes and two single units) will be built as sold. These initial six units form the first phase of the expansion, and there are three more phases envisioned which will include 26 units (40 doors in total). The vision is that the resort will one day operate 100 doors, and multiple management companies have expressed interest in operating the resort village once it reaches this size.

Site Status

The development opportunity property is located on the west side of Tecumseh Road in the Municipality of Crowsnest Pass, about five kilometres west and two kilometres north of Coleman. The 40-acre resort is situated on prime land near the Alberta/British Columbia border. The property consists of the existing resort, which includes the main lodge, a lounge and restaurant, 3 duplex rental cabins, 3 one bedroom cabins, a full-service campground with 12 sites, and service buildings which feature a workshop, staff quarters, and storage. The resort village is geared towards visitors from larger urban centres like Calgary and Edmonton.

The property has been successfully rezoned to Non Urban Commercial Recreation (NURC-2). A Development Permit has been issued for 6 cabins which constitutes Phase One of the permit. The land zoning has been approved by the municipality and all necessary permits for the development are in place and active. Geographical Information System (G.I.S.) and digital photos of the property are available upon request. The land and existing buildings are free and clear in title with the exception of a small operating loan, which will be paid off prior to commitment from an investor.

Market Analysis

Prior to 1984, Crowsnest Pass was primarily a coal mining region. Since the closure of the last mine, Crowsnest Pass has diversified its economy to focus on tourism. More than 1,200 kilometres of seismic and logging trails have been converted to a four-season trail network offering snowmobiling, cross-country skiing, hiking, mountain-biking, ATVing and equestrian recreation. With its picturesque location in Alberta's Rocky Mountains, Crowsnest Pass has attracted recreational property buyers from surrounding urban centres over the past few years.

The Municipality of Crowsnest Pass is located in the heart of the Canadian Rocky Mountains in southwestern Alberta, two hours southwest of Calgary. Both Highway 3 and the main line of the Canadian Pacific Railway lead to this region. Crowsnest Pass is one of the few areas in Alberta's Rocky Mountains not within provincial or national park boundaries. There are approximately 6,000 full-time residents in the Crowsnest Pass, and non residents own approximately 24% of properties for recreational use.

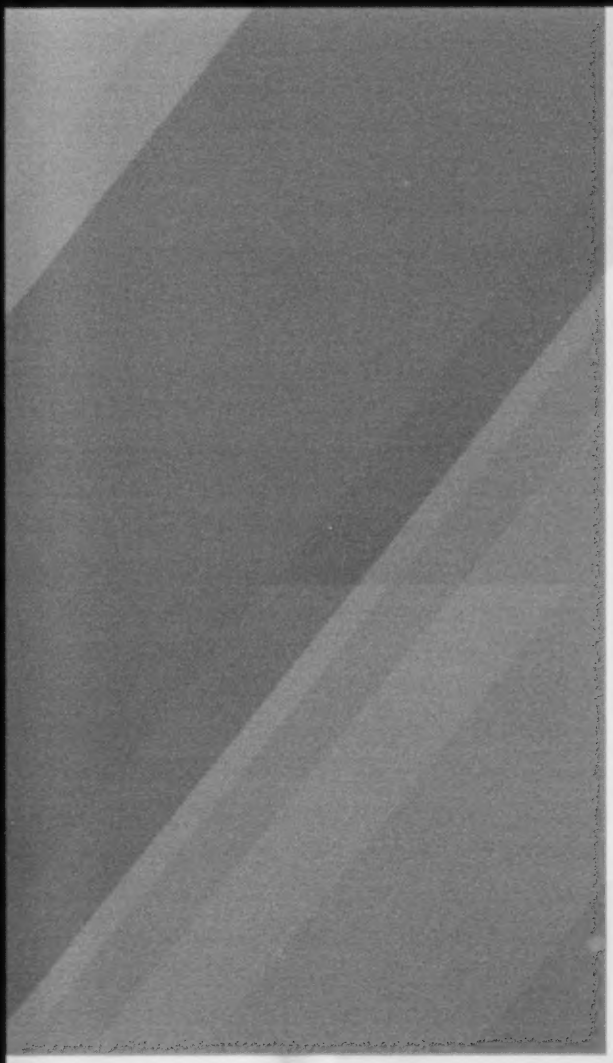
The area has access to specialized outdoor adventure experiences like fly-fishing (1,000 kilometres of fishable streams within an 80 kilometre radius, including 2 Blue Ribbon streams) and hiking (85 kilometre trail system adjacent to the property in the Chinook Provincial Recreation Area). The trail system can be used for cross-country skiing in the winter. There are also two world-class ski resorts and many golf courses within a short driving distance.

The snowmobile/ATV trail network in the region extends over 1,200 kilometres and has been voted the "Best Family Snowmobile Area in Western Canada" on numerous occasions by readers of SnoRiders West. The trail network is accessible from the proposed development property.

Snowmobiling has increased dramatically over the past three decades in Alberta. According to a recent economic impact assessment, the total direct spending attributed to snowmobiling in Alberta was $366 million in 2009. Seventy per cent of this total figure was attributed to tourism activity, including over $75 million for accommodation, while 30% was spent on capital expenditures (snowmobile equipment and accessories).

ATVs are becoming increasingly popular for adventure tourism, recreational trail riding and camping. Canada is one of the largest ATV markets in the world per capita, and Alberta is leading the provinces with more than 22,100 sold annually – 25% of the total purchased across Canada. More than 2.5 million Canadians now ride ATVs and at least 850,000 own one.

It has been confirmed that business contacts developed through I.T.B. Berlin and Rendez-vous Canada, two leading international tourism marketplaces and travel tradeshows, would be willing and able to market the expanded facility.



Financial Information

The investment amount required is $2 million, which would acquire an investor a 50% share of the entire resort and would be used to build the cabins and further develop the property. Considerable time and money has been invested in permits and plans related to the proposed expansion.

It is envisioned that sales or investment titles of the cabins would be in one third shares, with the starting price estimated at $380,000 and rising during the following phases, as suggested by market research. Additional information can be provided to interested investors.

The current owners are seeking an equity partner that can provide the required investment and also assist with marketing the proposed resort-based real estate opportunity.

Edmonton

Mixed-Use Development

The Quarters Downtown is a prime investment opportunity in the heart of downtown Edmonton. It is the stage for the next generation of inspired entrepreneurs and creative energy. The City of Edmonton invites you to be part of this new vibrant urban village – a mixed-use development showcasing high quality architecture that integrates the best of downtown living with a stunning natural setting of the 400 hectare North Saskatchewan River valley, North America's largest stretch of urban parkland.

The Quarters Downtown offers sound investment opportunities in Alberta's capital city, which is located in a resource-rich province that has consistently proven to be a strong economic performer. Private sector organizations are already coming forward to develop the area, ready to capitalize on the City of Edmonton's $56 million investment in infrastructure and public amenities. Ongoing development opportunities for The Quarters Downtown range from hotels and boutique-style inns, attractions, commercial and retail services, to mixed-use residential properties.

With more than $141 billion worth of capital projects invested in the Capital Region, Edmonton's record for steady growth and investor return is proven. The favourable tax environment and access to a diversified skilled workforce are additional factors for success. Investment projects will be ideally located close to the corporate business and financial districts, world-class arts district, light rail transit network, convention centre, major retail shopping, and services.

Site Status

On the eastern edge of downtown Edmonton, The Quarters Downtown is emerging as an urban community where businesses and people live, work and play. This community is a dynamic part of the downtown urban core, located within walking distance to shops and restaurants in Chinatown, Little Italy, Grant MacEwan University, Edmonton City Centre Shopping, and the natural beauty and tranquility of the North Saskatchewan River valley. The Quarters Downtown will be a showcase for Edmonton's goal to be a sustainable city. Developments in this community will use industry leading technologies to reduce environmental footprints while providing excellent design and innovative lifestyle options.

The project encompasses 18 city blocks and, when fully realized, will be home to upwards of 14,000 people supported by local commercial and retail services in a pedestrian focused neighbourhood.

A first-class public space in the centre of the neighbourhood - The Armature - will provide a place to play year-round with a large, green park hosting both planned and impromptu events. The Armature will be a "Green Street", meaning a retail/mixed-use environment that forms a conduit and gateway to the beautiful Louise McKinney Riverfront Park to the south and the exciting Arts District and downtown core to the west. This lively urban street will meet commercial and residential needs with residences above boutique shops and restaurants.

The Armature will host public art, outdoor cafés, and street festivals year-round while providing opportunities to showcase sustainable design such as green roofs and rain gardens. It will be a city park, stage, gallery, sports field, corporate plaza and community events space.

The Quarters Downtown is planned to accommodate a diverse built form in four "Quarters" along with the Armature. Smaller scale residential developments will be built in the McCauley Quarter, while the Five Corners Quarter will host iconic developments where buildings can take advantage of spectacular river valley views.

The Civic Quarter, adjacent to the dynamic Arts District, will provide hotel and dining venues for performers and visitors alike, as well as the thousands of workers in the nearby commercial core. The Arts District is home to Edmonton's premiere cultural venues including the Citadel Theatre, the Winspear Centre for Music and Performing Arts, the world-class Art Gallery of Alberta and, in the near future, the new Royal Alberta Museum. The south boundary of The Quarters Downtown is an urban balcony overlooking the panoramic vistas of the beautiful North Saskatchewan River and Louise McKinney Riverfront Park with access to 150 kilometres of trails in the river valley parks system. The Heritage Quarter along Jasper Avenue contains significant Edwardian era buildings including The Hardware Grill, recognized as one of Canada's top restaurants.

Conveniently located adjacent to the Heritage Quarter is one of Canada's premiere meeting, entertainment and convention venues, the Shaw Conference Centre. The Shaw Conference Centre hosts approximately 650 events and attracts over half a million attendees per year. In 2010 alone, the Shaw Conference Centre's economic impact on Greater Edmonton was $49 million. With this major venue within easy walking distance, development in the Heritage Quarter is well positioned to service convention and trade show exhibitors and visitors.

Market Analysis

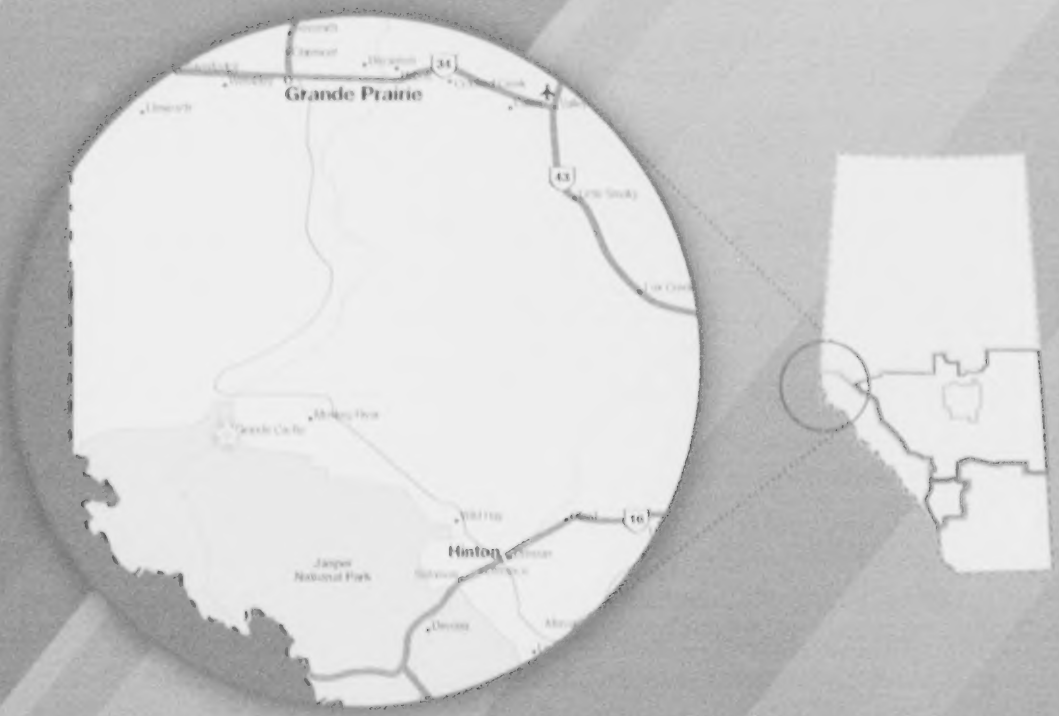
Direct visitor expenditures from all tourists (resident and non-resident) in the Edmonton and Area Tourism Destination Region (TDR) was approximately $1.42 billion in 2009. Albertans accounted for approximately half of these expenditures. Other Canadians and international visitors accounted for 27% and 23% respectively. Residents of Alberta accounted for 74% (3,690) of all person-visits (4,985) to the Edmonton and Area TDR in 2009. Other Canadians and international visitors accounted for 16% and 10% respectively. Of the direct visitor expenditures, $629 million was spent on accommodation, food and beverages, and $311 million on retail related items.

Edmonton's downtown is a priority growth area and an opportunity for sound investment. With one of North America's most competitive corporate tax environments, Edmonton anticipates $70 billion worth of investments in major projects in the region over the next decade. Edmonton and its diverse economy have an established record demonstrating how businesses and investors can prosper.

Financial Information

The Quarters Downtown project is a City of Edmonton led redevelopment that has received support from the Province of Alberta through approval of the City's first Community Revitalization Levy.

The City will consider working with strong interested parties to take advantage of this development opportunity, with a focus on elements that support further growth of Edmonton's tourism industry.



Grande Cache

Cabin/Resort Development

An opportunity exists to construct a **cabin development** with the added potential to cater to long-term/extended stay guests. The proposed 40 cabins with a central lodge development is viewed as one of the complementary components of the four-season resort that the Town of Grande Cache is pursuing, as outlined in the *20/20 Vision of the Future – Town of Grande Cache Strategic Sustainability Plan* completed in 2005. By identifying a location for the proposed resort development, Grande Cache is positioned to attract investment by developing a four-season tourism product.

The cabins will be self-contained with full kitchens, and range in size from one to three bedrooms and other amenities, ensuring that groups of all sizes may be accommodated. The structure, design and furnishings of these cabins would incorporate rustic and natural elements of the surrounding region. A clubhouse or central lodge is proposed, which would be equipped with a combined social/meeting room, plus a small concession or general store for food and supplies. The resort would also feature an 18-hole mountain golf course with vacation residences, condominiums and other fixed-roof accommodation.

There are a number of other tourism development opportunities that may form part of and/or complement the proposed four season resort. Integration of existing tourism operators (i.e. white water rafting, horseback riding, heli-skiing) can be used to offer various outdoor experiences. Existing or new trail development for summer hiking, mountain biking and snowshoeing is an option, and there is small business development potential such as pro-shops, gift stores and spa facilities.

Site Status

The Town of Grande Cache is in the process of acquiring approximately 2,400 acres (15 quarter sections) of forested land from the province, located south of the community towards the Sulphur River, to provide for residential, commercial, tourism, and recreation development. Current access to this area is available from Highway 40 at Victor Lake, as well as from Grande Cache. Preliminary reviews suggest that this is a suitable area for the proposed four season resort.

Market Analysis

Built on a mountain plateau, Grande Cache (population of 3,783 in 2008) is located on Highway 40, 140 kilometres north of Hinton and 180 kilometres south of Grande Prairie. It is also 440 kilometres northwest of Edmonton and 215 kilometres northwest of Jasper. Highway 40 provides a corridor connecting Hinton with Mile Zero of the Alaska Highway at Dawson Creek, British Columbia. This is the shortest, most scenic route to Alaska from the United States. With its panoramic view of 21 mountain peaks, and with the pristine Willmore Wilderness Park on its doorstep, Grande Cache offers an outdoor paradise, a vibrant community and unparalleled tourism potential. Key industry sectors in Grande Cache include oil and gas exploration and development, coal production, forestry and tourism.

Key markets for the proposed cabins would include winter and outdoor enthusiasts in the northwest region of Alberta, as well as Edmonton and its surrounding area (population of over 1 million). Demand could be anticipated from motorized recreational users such as snowmobilers and ATV users, as well as mountain bikers, hunters, anglers, bird watchers, and hikers. Other targeted visitors would include summer season leisure travellers from Alberta, other western Canadian provinces, and international tourists travelling along Highway 40.

ATVs are becoming increasingly popular for individuals drawn to adventure tourism and recreational trail riding. Canada is one of the largest ATV markets in the world per capita, and Alberta is leading the provinces with more than 22,000 sold annually – 25% of the total purchased across Canada. More than 2.5 million Canadians now ride ATVs and at least 850,000 own one.

Snowmobiling has increased dramatically over the past three decades in Alberta. According to a recent economic impact assessment, the total direct spending attributed to snowmobiling in Alberta was $366 million in 2009. Seventy per cent of this total figure was attributed to tourism activity, including over $75 million for accommodation, while 30% was spent on capital expenditures (snowmobile equipment and accessories).

Financial Information

Estimated capital costs are based on the 2010 Grande Alberta Economic Region (GAER) Tourism Investment Opportunity Assessment. The assessment is not intended to be a feasibility study, and is available to investors for additional information.

Capital requirements include:

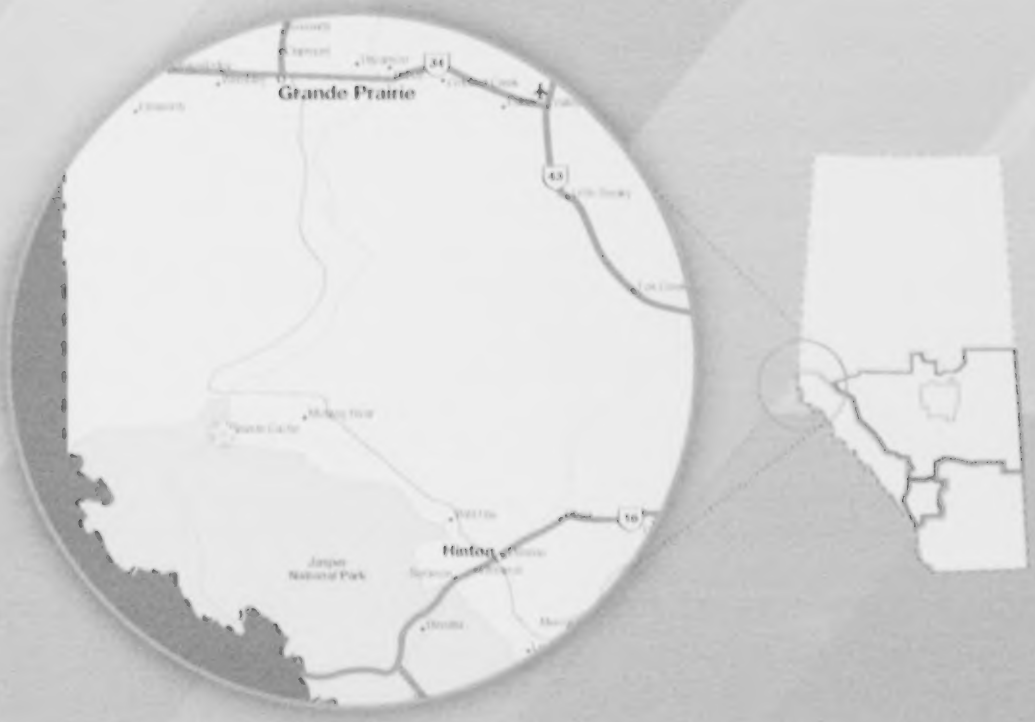
- Cabin construction costs are based on 40 units at $100,000-$120,000 per unit, including furniture, fixtures and equipment. Construction of a 2,000 sq. ft. central lodge is estimated at $400,000, which yields a sub-total of $4,400,000-$5,200,000.
- On-site development costs (road access and egress, power, sewage, water, landscaping) are estimated at $600,000-$750,000.

Additional estimated costs include: soft costs of 7.5%; contingency of 10%; pre-opening marketing at 2.5%. The sub-total of these costs is $880,000-$1,040,000.

PROJECTED OPERATING RESULTS SUMMARY, 2012-2016
Based on 40 units

Source: Grande Alberta Economic Region (GAER) Tourism Investment Opportunity Assessment, March 2010

Capital Requirements	**$**	**5,880,000**	**6,990,000**
Occupancy	%	63	71
Average Rate	$	139	153
Annual Revenues	$	1,342,448	1,669,978
Annual Operating Income	$	443,008	584,492
		LOW	**HIGH**



Grande Cache

Limited Service Hotel

The developer has property available in the Town of Grande Cache and seeks a partner to construct a new 120 room, **chain-affiliated, limited-service hotel** with added potential to cater to long-term/extended stay guests. The proposed hotel is included within a master-planned urban village development called the "The Market", featuring professionally designed streetscapes, historical village architecture, and a pedestrian-friendly landscape design. With its prime location, scenic vistas and proximity to the town's visitor information center, "The Market" brings a new focus for culture, shopping and destination tourism to the area.

The hotel amenities could include a meeting room capable of accommodating up to 80 people, and indoor recreation facilities including an exercise room, swimming pool and waterslide. The hotel would offer a continental-style breakfast option, which would be included in the room rate. Standard rooms would be available, as well as some suites that would cater to long-term/extended stay guests. The suites would include a kitchenette, living area and separate bedroom space. A restaurant or lounge is not included in the proposal, as these facilities already exist in an adjacent development. All food and beverage services required for any small meetings or banquets held in the hotel would be provided by an outside caterer.

Site Status

The proposed hotel would be within the central core of Grande Cache. The site is currently zoned as commercial/light industrial development, which would permit hotel development. First level environmental site assessments have been completed and the developer has completed an Area Structure Plan (ASP).

The proposed development site will include complementary business development opportunities such as residential condominiums, single family homes, restaurants and retail shopping, an arts centre, and a Main Street plaza.

Market Analysis

The hotel could serve a wide and diverse assortment of potential target markets including:

- Individual, corporate and government travellers on business.
- Group sport teams and tournament participants.
- Meeting/conference/banquet demand from a wide variety of sources including business associations and tourist/leisure markets.
- Visitors and racers attending the North Face Canadian Death Race and Deathfest activities in Grande Cache during the summer.
- Oil and gas crews stationed in the region on long term work contracts.

The Town of Grande Cache (population of 3,783 in 2008) is located on Highway 40, 140 kilometres north of Hinton and 180 kilometres south of Grande Prairie. It is also 440 kilometres northwest of Edmonton and 215 kilometres northwest of Jasper. The Town is committed to increasing the visitor awareness of Grande Cache, and along with the tourism marketing activities of Travel Alberta, there is a sustained effort to increase visitation to the area. For example, within Grande Cache lies a unique dinosaur track site which the Town hopes to develop into a world-class tourism attraction.

Visitors are also drawn to the natural attractions available in the area, and there are numerous guided outfitters that provide a variety of experiences in this regard. The proposed hotel development would benefit from the draw of the aforementioned North Face Canadian Death Race, which is one of the most challenging adventure races offered anywhere. Another draw to the area includes the Willmore Wilderness Park, as its panoramic scenery appeals to a range of outdoor enthusiasts.

Financial Information

Estimated capital costs are based on the 2010 Grande Alberta Economic Region (GAER) Tourism Investment Opportunity Assessment. The assessment is not intended to be a feasibility study, and is available to investors for additional information.

Capital requirements include:

- Hotel building costs are based on construction of 120 units at $90,000-$120,000 per room for traditional construction, including furniture, fixtures and equipment, which yield a sub total of $10,800,000-$14,400,000.

Additional estimated costs include: soft costs of 7.5%; contingency of 10.0%; pre-opening marketing at 2.5%. The sub total of these costs is $2,160,000-$2,880,000.

PROJECTED OPERATING RESULTS SUMMARY, 2012-2016
Based on 120 rooms

		LOW	HIGH
Capital Requirements	$	12,960,000	17,280,000
Occupancy	%	64	71
Average Rate	$	129	142
Annual Revenues	$	3,869,527	4,738,069
Annual Operating Income	$	1,547,703	2,037,370

Mayerthorpe

Limited Service Hotel

An opportunity exists in the Town of Mayerthorpe to construct a new **40 room, chain-affiliated, limited service hotel,** with added potential to cater to long-term/ extended stay guests by offering suites. Amenities could include an exercise room, hot tub, and an optional continental-style breakfast option, which would be included in the room rate. Suites would include a kitchenette, living area and separate bedroom space. A meeting room for up to 50 guests would also be a popular feature as there are limited options in Mayerthorpe for meeting space.

Site Status

The site is located within a new 60 acre development next to the intersection of Highways 22 and 43. The lot identified for hotel development is approximately 1.5 acres and carries an option to purchase another 1.5 acres on an adjacent lot. The site is currently zoned as Direct Control with the potential to be zoned as highway commercial/light industrial to permit a hotel. Environmental Site Assessments 1 and 2, plus topography and geotechnical reports, have been completed.

Numerous development opportunities exist on the 60 acre site, including a service station, car and truck wash, retail and fast food outlets, restaurant, and other light industrial development.

Market Analysis

The Town of Mayerthorpe (population of 1,474 in 2008) is located at the junction of Highways 43 and 22, northwest of Edmonton and approximately 300 kilometres from Jasper National Park. Highway 43, part of the Alaska and Mackenzie Highway, is also called the Canamex Trade Corridor, a major travel route linking Canada, the US and Mexico. From Edmonton to the British Columbia border, Highway 43 passes through several centres in Alberta including Mayerthorpe, Whitecourt and Grande Prairie. Highway 43 is mostly twinned and ensures a steady stream of passenger, recreational vehicle and commercial traffic. A bypass is planned for Whitecourt on Highway 43, which will positively affect traffic flow through Mayerthorpe by providing greater access to services. Highway 22 is the scenic alternative to Highway 2.

Mayerthorpe is a service centre for surrounding communities. The demand for hotel rooms will come from numerous agricultural, recreational and sporting events hosted in the Mayerthorpe area. The hotel could also expect to host workers and business travellers from agricultural, forestry, and oil and gas sectors, as well as other commercial or industrial service professions. Service providers such as doctors and nurses who travel in the area to deliver care for the community may be interested in long term stays. The hotel would also be in a position to attract weddings, anniversary parties and family reunions.

The "Fallen Four Memorial Park Museum" is a memorial honouring the four R.C.M.P officers who were shot and killed near Mayerthorpe in March 2005. The memorial was built in 2008 and attracts an average of 12,000 visitors each year. In 2011, the community opened a new sports complex/exhibition centre, and projects currently underway include a water treatment plant expansion and upgrade, a lift station replacement, and a force main and lagoon upgrade.

Mayerthorpe is close to several attractive recreation areas, including the Paddle River Dam, Lessard Lake, Rangeton Park, and Dolberg Lake, all of which offer excellent outdoor activities such as fishing, boating, water skiing, swimming, sail boarding and sailing.

Financial Information

Estimated capital costs are based on the 2010 Grande Alberta Economic Region (GAER) Tourism Investment Opportunity Assessment. The assessment is not intended to be a feasibility study, and is available to investors for additional information.

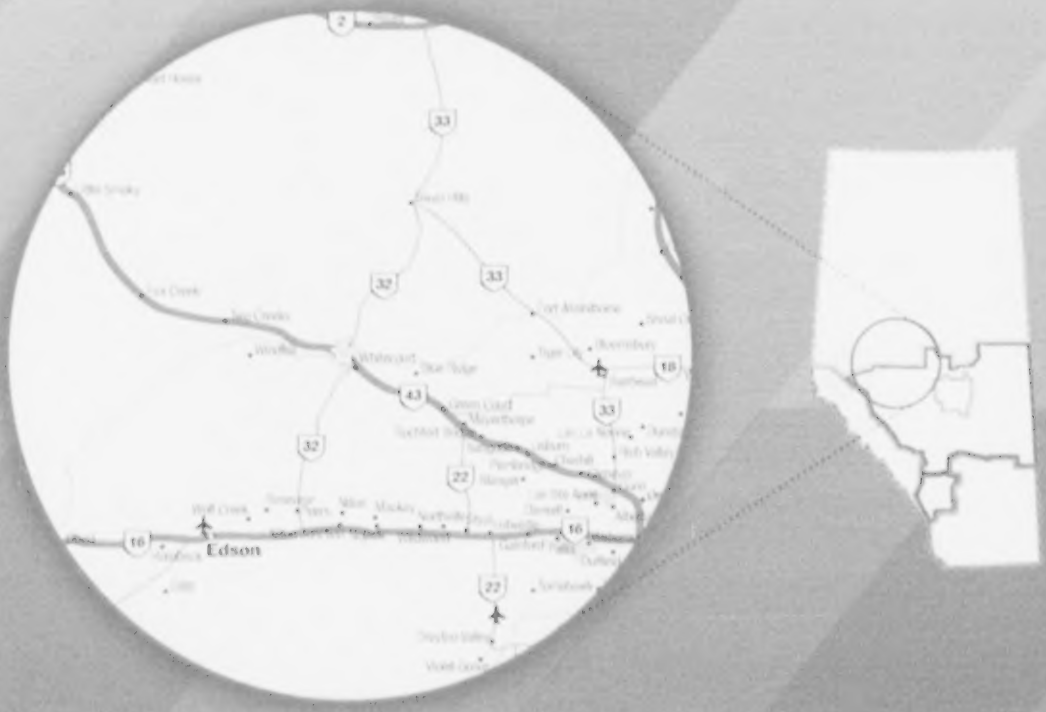
Capital requirements include:

- Hotel building costs are based on construction of 40 units at $70,000-$90,000 per room for traditional construction, including furniture, fixtures and equipment. This yields a sub-total of $2,800,000-$3,600,000.

Additional estimated costs include: soft costs of 7.5%; contingency of 10.0%; pre-opening marketing at 2.5%. The sub-total of these costs is $560,000-$720,000.

PROJECTED OPERATING RESULTS SUMMARY, 2012-2016
Based on 40 rooms

		LOW	HIGH
Capital Requirements	$	3,360,000	4,320,000
Occupancy	%	60	68
Average Rate	$	85	94
Annual Revenues	$	796,722	930,930
Annual Operating Income	$	302,754	408,643



Woodlands County

Outdoor Recreation Resort

An opportunity exists to construct an **all-season outdoor recreation resort** in Woodlands County. The proposed resort would include 20 winterized and fully-furnished cabins, ranging in size from one to three bedrooms. The proposed development ensures that groups of all sizes may be accommodated. The structure, design and furnishings of these cabins would incorporate rustic and natural elements of the surrounding region. The cabins would include a fully-equipped kitchen, separate bedrooms and a living/lounging area.

A central lodge and recreational vehicle (RV) park with 35 sites would also be developed. The RV park would be open year-round and each of the sites would provide adequate services for all RV sizes including electricity and sewer hook-ups, and have access to water, picnic tables and fire pits. Other amenities offered at the proposed RV park would include a sewage pump-out station, firewood storage, garbage and recycling stations, parking, and walking trails throughout the site. The lodge would serve as the central administration building and would include a manager's residence. Guests of the RV park and cabins would have access to washrooms, showers, laundry facilities, food services (including a lounge), and games room.

This resort has the potential of being a hub for all-season outdoor recreation activities and would include a staging area to allow easy access to existing and new trails. Demand for areas to use off-highway vehicles, and for other activities such as mountain biking and hiking is high among local residents and those in the Edmonton area.

Site Status

Planning officials from Whitecourt and Woodlands County are currently examining potential sites for the proposed outdoor recreation resort development. Preliminary reviews suggest that there is a suitable area for the resort, involving Crown land along the McLeod and Athabasca rivers.

Market Analysis

The Town of Whitecourt (population of 9,202 in 2008) is located in Woodlands County, and is situated approximately 170 kilometres northwest of Edmonton on Highway 43, via the Yellowhead Highway (Highway 16). Highway 43, part of the Alaska and Mackenzie Highway, is also called the Canamex Trade Corridor, a major travel route linking Canada, the US and Mexico. From Edmonton to the British Columbia border, Highway 43 passes through several centres in Alberta including Mayerthorpe, Whitecourt and Grande Prairie. Highway 43 is mostly twinned and ensures a steady stream of passenger, recreational vehicle and commercial traffic.

Woodlands County is a municipality offering a unique balance of both urban and rural culture. This scenic area features rolling hills and mixed forests, offering a variety of recreation opportunities including fishing, hunting, swimming, hiking, tubing, boating, snowmobiling, ATV riding, and camping. Driven by forestry, oil and gas, and agriculture, the area has grown and prospered. Many tourism-related products are available but are in infancy stages because of the predominance of the oil, gas and forestry industries. Tourism is becoming a major focal point of economic growth in the region.

ATVs are becoming increasingly popular for individuals drawn to adventure tourism and recreational trail riding. Canada is one of the largest ATV markets in the world per capita, and Alberta is leading the provinces with more than 22,000 sold annually – 25% of the total purchased across Canada. More than 2.5 million Canadians now ride ATVs and at least 850,000 own one.

Snowmobiling has increased dramatically over the past three decades in Alberta. According to a recent economic impact assessment, the total direct spending attributed to snowmobiling in Alberta was $366 million in 2009. Seventy per cent of this total figure was attributed to tourism activity, including over $75 million for accommodation, while 30% was spent on capital expenditures (snowmobile equipment and accessories).

Nature and trail enthusiasts would be attracted to this resort year-round, while oil and gas workers would potentially use campsites or cabins during the fall and winter season. Other target markets include summer season leisure travellers, mainly from Alberta and other western Canadian provinces.

Financial Information

Estimated capital costs are based on the 2010 Grande Alberta Economic Region (GAER) Tourism Investment Opportunity Assessment. The assessment is not intended to be a feasibility study, and is available to investors for additional information.

Capital requirements include:

- Cabin construction costs are based on 20 units at $120,000-$140,000 per unit, including furniture, fixtures and equipment. Construction of a 2,000 sq. ft. clubhouse/lodge is estimated at $500,000. Infrastructure costs for 35 RV sites are estimated at approximately $350,000-$525,000. This yields a sub-total of $3,250,000-$3,825,000.
- On-site development costs (road access and egress, power, sewage, water, landscaping) are estimated at $700,000-$850,000.

Additional estimated costs include: soft costs of 7.5%; contingency of 10%; pre-opening marketing at 2.5%. The sub-total of these costs is $650,000-$765,000.

PROJECTED OPERATING RESULTS SUMMARY, 2012-2016 (CABINS)
Based on 20 cabins

		LOW	HIGH
Capital Requirements	$	4,600,000	5,440,000
Occupancy	%	63	71
Average Rate	$	142	157
Annual Revenues	$	751,017	934,249
Annual Operating Income	$	67,592	121,452

PROJECTED OPERATING RESULTS SUMMARY, 2012-2016 (RV PARK)
Based on 35 RV sites

		LOW	HIGH
Occupancy	%	70	75
Average Rate	$	31	34
Annual Revenues	$	277,218	327,853
Annual Operating Income	$	216,230	262,283

Yellowhead County

Cabin Development

An opportunity exists to participate in the development of new, **fully-furnished, self-contained cabins** near the Town of Hinton. The proponent is the owner of the Overlander Mountain Lodge, situated just one kilometre west of the development site. While the cabins would be operated independently of the mountain lodge, revenue and cost efficiencies would result due to their proximate location.

The proposed development will be on a 56-acre parcel of land, where 25 of the 49 proposed cabins are near completion and set to open in 2012. Utilities (power, sewer, gas) are currently being connected to these 25 cabins, with interior work to be completed in winter 2011 and landscaping to be completed in spring 2012. Approvals are also in place to develop 24 more cabins, and construction of these cabins is expected to commence in 2013.

The cabins range from 360 to 720 square feet. They are modern, contemporary and eco-friendly in design, and built in a combination of 1 and 2 bedroom units. Each is one-storey (with vaulted ceiling) and includes a fully-equipped kitchen, fireplace, living room, bathroom, barbeque and outdoor patio. Each unit is self-contained with all required power, sewage and water services. The intent is to operate the cabins on a seasonal basis from mid-May to mid-October.

Aside from the cabins, a central main lodge will be built and equipped with an all-purpose social room/meeting room plus a small concession/general store for supplies.

Site Status

The site is situated in Yellowhead County on leased Crown land owned by the Province of Alberta. The site is zoned "RL", or Low Impact Recreational, which allows for cabin-style developments. At this time, there are no known barriers for development of the additional 24 cabins, as the proponent has been working with the municipality and Alberta Sustainable Resource Development (SRD) to ensure that they are in compliance with all building and development guidelines.

Market Analysis

The Overlander Mountain Lodge is located on the Yellowhead Highway (Highway 16), 15 kilometres west of the Town of Hinton, (population of 9,769 in 2008) and 10 kilometres east of the Jasper National Park gates. The Yellowhead Highway is the primary and most heavily travelled transportation route in the region. Hinton offers passenger Greyhound bus service and Via Rail train service. Limited air access is available at the Jasper-Hinton airport.

The cabins would attract a wide range of potential target markets including:

- Summer season leisure travellers from Alberta, other western Canadian provinces, and international tourists visiting Alberta's Rocky Mountains.
- Leisure or other travellers along the Yellowhead Highway without reservations in need of overnight accommodations.
- Overflow demand when the Overlander Mountain Lodge is at capacity.

The Yellowhead region is rich in natural resources and has a vast assortment of industry from mining, agriculture, logging, and oil and gas production. Covering 22,000 square kilometres, Yellowhead County is home to some of the most spectacular wilderness sites in Alberta. It is considered one of central Alberta's key tourist destinations for travellers heading both to and from the majestic Rocky Mountains. The area is a popular seasonal vacation destination for many Edmonton-area residents purchasing vacation homes to take advantage of Yellowhead's panoramic mountain and river scenery. There are also a multitude of hoodoos, which are unique, geological formations, situated along the Wild Sculpture Trail within the County. There are also several festivals and events held in Yellowhead County throughout the year.

Popular tourist activities include hiking, biking, fishing, hunting, white water rafting, guiding, skiing, and snowmobiling. Snowmobiling has increased dramatically over the past three decades in Alberta. According to a recent economic impact assessment, the total direct spending attributed to snowmobiling in Alberta was $366 million in 2009. Seventy per cent of this total figure was attributed to tourism activity, including over $75 million for accommodation, while 30% was spent on capital expenditures (snowmobile equipment and accessories).

Financial Information

Estimated capital costs are based on the 2010 Grande Alberta Economic Region (GAER) Tourism Investment Opportunity Assessment. The assessment is not intended to be a feasibility study, and is available to investors for additional information.

Capital requirements include:

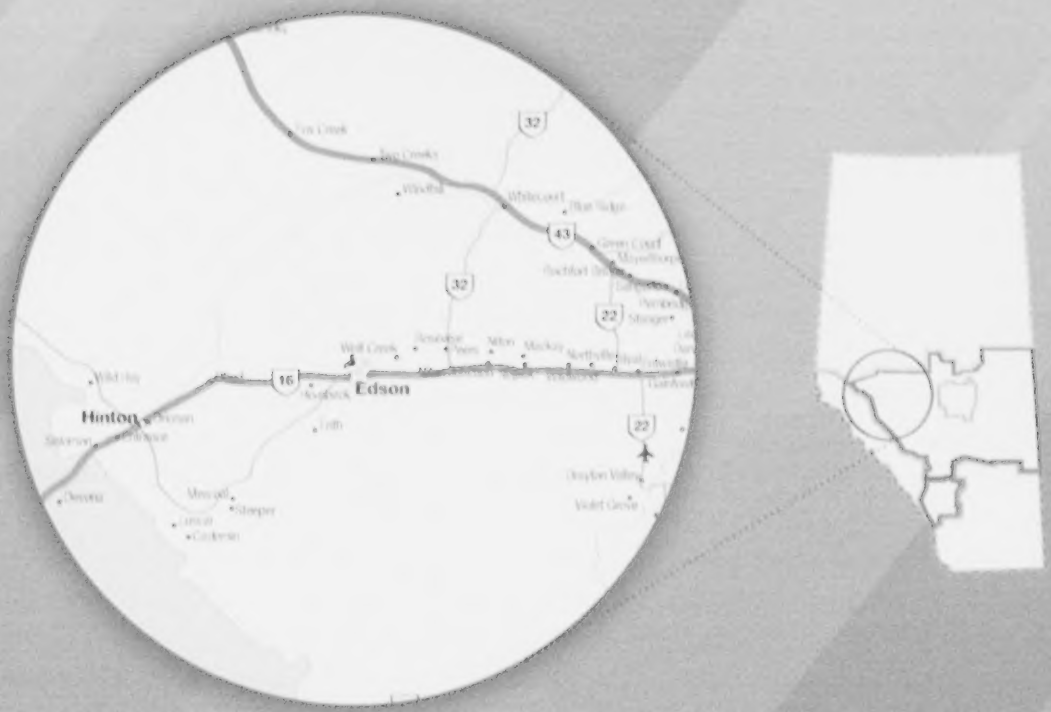
- Cabin construction costs are based on 40 units at $85,000-$105,000 per unit, including furniture, fixtures and equipment. Construction of a 2,000 sq. ft. clubhouse/lodge is estimated at $400,000. This yields a sub-total of $3,800,000-$4,600,000.
- On-site development costs (road access and egress, power, sewage, water, landscaping) are estimated at $550,000-$650,000.

Additional estimated costs include: soft costs of 7.5%; contingency of 10%; pre-opening marketing at 2.5%. The sub-total of these costs is $740,000 $920,000.

PROJECTED OPERATING RESULTS SUMMARY, 2011-2015

Based on seasonal operations (25 cabins in the first year, 40 cabins in the following years)

		LOW	HIGH
Capital Requirements	$	5,090,000	6,170,000
Occupancy	%	70	72
Average Rate	$	185	204
Annual Revenues	$	520,104	944,801
Annual Operating Income	$	208,042	406,483



Yellowhead County

Golf Course and Resort Development

Stonewater Ranch is a resort community that will be developed in the foothills of Alberta near the Town of Edson. This destination will appeal to local, domestic and international visitors with amenities such as a premiere 18-hole golf course and an equine facility. Other amenities will include trail systems for hiking, cross country skiing, and horse riding; a recreation centre; retail and service shops; food and beverage outlets; a spa; conference facilities and more. Activities will be organized for residents and visitors to help establish Stonewater Ranch as a hub for tourism in the region.

Three distinct development nodes on the site will provide multiple product lines that target a variety of market segments in a phased development strategy:

RV Resort – 287 strata title lots along the "front nine" with condominium bylaws and architectural controls to align with the resort lifestyle.

Stonewater Village Resort Centre – Located on an elevated area at the centre of the site, the resort centre will offer river valley, golf course and mountain views. The centre will feature up to 475 residential units on quaint streets, hotels, conference facilities, spa, recreation centre, retail shops, restaurants, clubhouse and more.

Residential Node – 135 townhomes along Stonewater Creek and the golf course, and 196 single family lots along the golf course, the McLeod River and adjacent forested Crown land.

Site Status

The 375 acre site is located in the Alberta foothills two hours west of Edmonton and one hour from Jasper National Park. Highway access is excellent, with an interchange to Highway 47 just west of Edson and a two minute drive south to the Yellowhead Highway. Vast forested Crown land surrounds the site and the CN railroad forms the northern boundary. The entire eastern boundary of the site features 3.7 kilometres along the scenic McLeod River. Two creeks flow through the site and the topography is gently rolling with 45 metres of elevation variation.

Extensive pre-engineering and conceptual planning has been completed in support of the Area Structure Plan (ASP) and Zoning Bylaws that have been adopted by Yellowhead County. Transportation to the site will be primarily by automobile and bus; however, the developer will investigate the potential for passenger rail service along the CN railroad. Edson's airport has a 6,000 foot paved runway and several helicopter companies operate in the area.

Market Analysis

Multiple product lines, coupled with a phased approach to development, will allow the developer to target optimal marketing opportunities. Architectural standards and quality construction will ensure that maximum sales are achieved and values are sustained over time. With limited opportunities available in west central Alberta, Edmontonians currently travel to other areas within and outside Alberta for their vacations, second home or fractional ownership properties. Regional recreation opportunities and onsite amenities will attract buyers to this master-planned and architecturally-controlled resort community.

- **Single family homes and full ownership condominiums** There is local demand in the Edson area, and second home buyers will come from the greater Edmonton area and other affluent communities in this region of Alberta. Retired and semi-retired buyers will also be attracted to the Stonewater Ranch.
- **Fractional ownership units** Fractional unit sales have become an important vehicle for many buyers to participate in resorts. Fractional owners will come primarily from the Edmonton area, but could originate from other parts of Canada or from abroad. Therefore, the marketing focus will target both domestic and international prospects that best support the overall project.
- **RV lots** The RV market has proven to be strong and has endured the recent economic cycles. A quality RV resort in this location is anticipated to appeal to Edmontonians and other Albertans.
- **Hotel** Corporate retreats and meetings, weddings, golfing, wellness retreats, and off site recreation opportunities are examples of traffic drivers. Some business travel could be possible as mining, forestry and other industry representatives travel to the area.

- **Golf** Demand for golf is anticipated to be strong from local golfers, residents, business travellers, as well as tourists. Once completed, the on-site population is anticipated to be approximately 3,000. As the development will be marketed as a golf community, participation is anticipated to be in the 40% range.
- **Equine** On-site demand will be evident for stabling, arena time, lessons, camps, clinics, training, trail and wagon rides. Off-site trail rides and pack trips into the mountains can also be provided from Stonewater Stables.

Financial Information

Investment opportunity is available on a limited basis to founding investors who will participate in the overall development of the project. This group will form the nucleus of the ownership that will guide this project and will ultimately own the core assets. Joint venture partners, sub-developers and investors for the various components of the project are also being considered at this time. Conceptual planning has been completed and zoning has been approved for this development. Site preparation, grading, servicing and pre-sales could commence in 2012.

An estimated capital cost of $7 million for development of the golf course was given in the 2010 Grande Alberta Economic Region (GAER) Tourism Investment Opportunity Assessment completed for the Government of Alberta. The assessment is not intended to be a feasibility study, and is available to investors for additional information.

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- Tourism market research and product information
- Links to the Federal Business Immigration Program

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For additional information regarding the opportunities in this booklet, please contact:

Mr. Bill Hodgins
Manager, Tourism Business Services
Tourism Division
Government of Alberta

6th Floor, Commerce Place
10155 - 102 Street
Edmonton, Alberta, Canada T5J 4L6

Tel: 780-427-6485
Fax: 780-427-6454
Email: bill.hodgins@gov.ab.ca
Web: www.tourism.alberta.ca

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